

## Instagram multiple accounts: a self-presentation by Generation Z

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**Abstract** New media exists to meet human needs, especially the need for information and self-expression. However, users need to adapt to utilise it, and this adaptation process varies from person to person, including Generation Z. Generation Z is one of the generations that quickly adapts to the presence of new media compared to previous generations. The ease with which Generation Z uses new media such as Instagram also makes Generation Z use the new media. Some members of Generation Z even have several social media accounts at the same time. Based on this background, the purpose of this study is to find out how self-presentation by Generation Z occurs when using multiple Instagram accounts. This research used a descriptive qualitative approach as the research method. The data collection technique employed is Focus Group Discussion (FGD), where the participants are members of Generation Z. There were 10 high school students as participants. The sampling method used in this study was snowball sampling. The conclusion of this research shows that the use of Instagram multiple accounts by Generation Z is indicative of a sophisticated self-presentation technique. The main account provides a formal setting for creating an idealised persona and obtaining approval from others. With a smaller audience, secondary accounts provide a forum for more genuine, impromptu, and emotional self-expression. Other accounts, meanwhile, provide chances to experiment with different characters, interests, and identities. These self-presentations show how Generation Z balances the personal identity they want to preserve in the digital sphere with the social image they want to convey.

**Keywords:** Generation Z; Instagram; multiple accounts; self-presentation; social media

### INTRODUCTION

The rapid emergence of new media platforms has transformed communication practices, but it also creates dilemmas for users who must choose how to engage with them. Many individuals, especially younger generations, resolve this tension by adopting multiple social media accounts across different platforms or even within the same platform. Social media, as a central form of new media, is characterised by interactivity, flexibility, and the potential for reciprocal communication (Hidayat & Ginting, 2020; Habibah, 2021). These features distinguish it from traditional media and explain its rapid adoption, particularly among younger demographics. In Indonesia, the spread of affordable smartphones has accelerated social media penetration, making it a near necessity for adolescents (Pratidina & Mitha, 2023; Rosyidah & Ismeirita, 2023).

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Social media not only provides entertainment but also shapes values, behaviours, and social interactions among youth (Ihsan, 2016; Ali et al., 2023). Social media enables self-presentation and relationship building by facilitating sharing, interaction, and collaboration in virtual networks (Ginting et al., 2021). Social media has also become the main platform for the emergence, spread, and even normalisation of various forms of cyberbullying, especially among teenagers who actively interact in the virtual world without sufficient control and ethical awareness (Murwani, 2023). Social media has also become the primary medium enabling the transformation of digital solidarity, from mere expressions of fandom to tangible forms of global social activism (Novelyana et al., 2023).

The scale of this phenomenon is global. In October 2022, there were 4.74 billion social media users worldwide (Annur, 2020). The intensity of use varies across frequency and duration, but for adolescents, social media has become integrated into education, culture, and everyday life (Pebrianti, 2021; Mardhiyyah, 2023). Prior studies note both positive impacts, such as collaboration and network expansion, and negative effects, including reduced face-to-face interaction and emerging conflicts (Pratidina & Mitha, 2023). These dynamics highlight the need to examine how young users, particularly Generation Z, negotiate self-presentation through platforms like Instagram (Bujuri et al., 2023).

Through social media, Generation Z demonstrates characteristics as digital natives who combine social activities, entertainment, and learning in one integrated digital ecosystem (Evita et al., 2023). In education, social media platforms such as TikTok have been shown to enhance students' motivation, knowledge, and creativity, but excessive use also leads to risks such as distraction and mental health issues (Bujuri et al., 2023; Andara et al., 2022). Beyond these effects, a growing phenomenon is the use of multiple accounts across platforms, reflecting how young users manage different aspects of their online presence. Instagram's multiple account feature allows users to manage more than one identity on a single device (Yarda, 2023).

These accounts become virtual spaces for interpersonal communication and self-presentation. Prior studies note that multiple accounts can boost confidence when aligned with a positive self-concept, but may reduce confidence if users hold a negative self-concept (Rakhmat, 2007). Earlier research highlighted the practical benefits of multiple accounts, such as convenience in managing communication and integration of personal, business, and social interactions in one application. More importantly, multiple accounts allow users to achieve an 'ideal self' by separating roles: main accounts often project a professional or polished image, while secondary accounts are used for casual expression and greater self-disclosure within close circles (Arifa & Sari, 2023).

Many users prefer this strategy over the 'close friends' feature because it provides more autonomy and creative space. Student motives for secondary accounts include sharing creative work, daily activities, and fandom-related content, often under pseudonyms to avoid identification. In contrast, main accounts are curated with aesthetically pleasing photos or videos that align with the public image norms of Instagram (Nabilah & Sinduwatmo, 2023). Generation Z, born between 1997 and 2012 (Milagsita, 2024), grew up in a digital environment and now constitutes around 60.5% of internet and social media users in Indonesia (Pichler et al., 2021). This generation actively uses multiple Instagram accounts to manage self-disclosure and digital identity: main accounts for general presentation, private accounts for intimate circles, and professional accounts for career-oriented purposes (Tandres & Winduwati, 2024). While prior studies explored multiple accounts in limited contexts, this research broadens the scope by involving participants from different cultural and geographical backgrounds, enabling comparison of diverse self-presentation practices among Indonesian Gen Z.

Winduwati & Irena (2024) have described the use of multiple Instagram accounts to separate the 'front stage' and 'backstage' in their identity management. This social interaction is demonstrated by Generation Z using Erving Goffman's dramaturgical theory. Erving Goffman's Dramaturgy Theory is used in this study to explain how individuals present themselves as actors on the frontstage and backstage. This theory is also used to analyse primary (formal/ideal) accounts versus secondary/third-party (more authentic, personal, or experimental) accounts (Goffman, 1959; Amelia & Amin, 2022; Prasetya, 2020). Based on this background, the question in this research is how Generation Z presents itself when using multiple Instagram accounts

**METHODOLOGY**

The research method in this research is qualitative with a descriptive approach. Qualitative research methods are useful for better understanding social reality since they give us deeper information than quantitative methods and allow us to see society from the perspective of the actors (Afrizal, 2014; Creswell & Creswell, 2018). The data collection technique through Focus Group Discussions (FGD) is a technique where the researcher gathers a group of individuals to discuss a certain topic, which aims to draw out the complex personal experiences, beliefs, perceptions and attitudes of the participants through moderated interaction (Hayward et al., 2004).

**Table 1.** Informant information

Pontianak			Medan		
Name	Sex	Age	Name	Sex	Age
PO1	Boy	17	ME1	Boy	16
PO2	Girl	17	ME2	Girl	17
PO3	Boy	16	ME3	Girl	16
PO4	Girl	17	ME4	Boy	16
PO5	Boy	17	ME4	Girl	17

Source: Arranged by researcher (2024)

The research participants in this study were high school students from Medan and Pontianak. The FGD was conducted in two different places (in Medan and Pontianak). Ten students were chosen as participants, including five from Pontianak and five from Medan. These ten students were selected using snowball sampling. There were five participants from Pontianak, consisting of three boys and two girls, with an age range of 16 to 17 years. In Medan, there were five participants, consisting of two boys and three girls, with an age range of 16 to 17 years. The focus group questions focused on students' use of social media, particularly Instagram. Other questions included reasons for choosing Instagram, how to use it, and the reasons for using multiple accounts.

Creswell emphasises the thematic process in qualitative data analysis, including FGDs: Organising the data, reading the entire data, coding, grouping the coding into categories/themes, presenting narrative descriptions and participant quotes, and interpreting the meaning of the findings.

**RESULTS AND DISCUSSION**

The use of social media among participants from Pontianak and Medan has differences. In Table 2, there is a utilisation of 25 social media accounts by Pontianak participants. Instagram and WhatsApp are social media that are widely used and used by all participants from Pontianak. In Table 3, there is a utilisation of fourteen social media accounts. Instagram and WhatsApp are social media that are widely used and used by all participants from Medan.

**Table 2.** Social media used by Pontianak participants

Name	I	W	Te	F	Ti	X	Y	S	P	R	S
PO1	■	■	■	■	■	■	■	■	■	■	■
PO2	■	■	■	■	■	■	■	■	■	■	■
PO3	■	■	■	■	■	■	■	■	■	■	■
PO4	■	■	■	■	■	■	■	■	■	■	■
PO5	■	■	■	■	■	■	■	■	■	■	■
	5	5	3	1	3	3	2	1	1	1	0

Information: I: Instagram, W: WhatsApp, Te: Telegram, F: Facebook, Ti: TikTok, X: Twitter (now X), Y: YouTube, S: Slowly, P: Pinterest, R: Red It, Sn: Snapchat

Source: Arranged by researcher (2024)

**Table 3.** Social media used by Medan participants

Name	I	W	Te	F	Ti	X	Y	S	P	R	S
ME1	■	■	■	■	■	■	■	■	■	■	■
ME2	■	■	■	■	■	■	■	■	■	■	■
ME3	■	■	■	■	■	■	■	■	■	■	■
ME4	■	■	■	■	■	■	■	■	■	■	■
ME5	■	■	■	■	■	■	■	■	■	■	■
	4	5	0	0	2	2	1	0	0	0	0

Information: Instagram, W: WhatsApp, Te: Telegram, F: Facebook, Ti: TikTok, X: Twitter (now X), Y: YouTube, S: Slowly, P: Pinterest, R: Red It, Sn: Snapchat

Source: Arranged by researcher, 2024

### **First, second, and third Instagram account usage**

In the previous subchapters, Instagram and WhatsApp are social media that are widely used by participants in both Medan and Pontianak when compared to other social media. In this section, social media will be focused on Instagram which has a wider reach than WhatsApp. In addition, the features presented by Instagram are more varied compared to WhatsApp, so the social media that is focused on is Instagram. Participants from Pontianak, all of whom use Instagram, said that they have multiple accounts. Each participant certainly has different motives from one another.

"There are two. The first one is for, if we go to nice places; we take pictures and make a story. Friends usually tag us when we go out and buy food, and the food photos are tagged in the first account. The second account is usually for friends' embarrassment—for example, sleeping photos. Friendships on the second account are with ordinary classmates. Sometimes there are friends from outside the class, but they are close". (PO1, 12 August 2023)

PO1 has two accounts. The first is used for public activities and the second account is used for joking/private content with close friends.

"There are three Instagram accounts. The main Instagram is for posts, for example, on vacation, or activities, well, for flexing. The second one is for random posts, for example, photos with friends in the feed, or biased photos of Kpop idols, just like in the story update a day in my life. The third one is for stalking and account writing". (PO2, 12 August 2023)

PO2 has three accounts. The main account is used for official posts, the second account is used for casual/random posts, and the third account is used for stalking and writing.

"There are five accounts. But these five accounts, first, everyone knows that it must be for communication, right? Instagram, the first is for communication, after that looking for information about school, and discussions with friends and so on. Well then that's right, most of all, sometimes if we participate in certain activities, we are told to upload Twibbonize, right? So, post it on this account, which people don't know. Now the next one is for, we have different homepages. One account has this homepage; this account has this homepage. So, each account has a different homepage. So, for example, if I want to look for references about Islamic philosophy or basketball, for example, I can look there. So different accounts, like "oh I want to look for this reference, go to account A, look for this in account B". (PO3, 12 August 2023)

PO3 has five accounts. The first account is used for communication, school-related information, and discussions. The second account is for formal purposes (e.g., uploading twibbons), and the other accounts are used to access different homepages based on interests (references to Islamic philosophy, basketball, etc.).

"There are four accounts. More exist, but there are four that are used more often. The first one is more important for finding followers, so important events are posted there. For example, if there's a dance or something, post it there. The second account is the account for *Wibu*. I like Japanese things, so I post about them there. The problem is that if you post it on the first account, you're afraid it will run away [lose followers]. Then the third account is only used for the story, because it's so that no followers can see it, [and] friends don't see it. That's for video editing, so it's posted in the story to chase the filter, then posted [to the main account, after editing], [to show off the song]. The fourth one is for stalking". (PO4, 12 August 2023)

PO4 has four main accounts. The first account is used to gain followers and post important events. The second account is for his hobby (Japanese content). The third account is

for private stories (video editing, filters, music, without followers being visible), and the fourth account is for stalking.

"First, there are two most active accounts. The first account is to build personal branding, as well as to show off what activities there are. Then the second one is mostly personal stuff. So, the content is not crowded, there is only me in the second account". (PO5, 12 August 2023)

PO5 has two active accounts. The first is for personal branding and showing activity (public), while the second is for personal/private content (more simply, just herself).

Furthermore, participants from Medan, who all use Instagram, said that they also have multiple accounts. Each participant certainly has different motives from one another.

"The first account is usually for posting when friends have birthdays and my photos. Sometimes photos of food or something like that on the first account, and the second account is for finding information on competitions. There is usually a lot on Instagram there, and then sometimes just random things, for example, there is a cat, I take a photo, I put it on the second". (ME1, 25 August 2023)

ME1 has two accounts. The first account is used to post personal photos, friends' birthdays, and food. The second account is used to find competition information and random posts.

"Three accounts, the first one, I initially used for reposts. But after there was a second account and a third account, the second account was also for daily reposts, and the third account was originally for stalking. It's for people's accounts, but normally it's used for fangirling accounts like K-pop idol type accounts. It's the third account that follows K-pop accounts like that". (ME2, 25 August 2023)

ME2 has three accounts. The first account was initially used for reposting. The second account was for daily reposts/daily activities. The third account was for stalking and fangirling.

"I have four accounts. One is to maintain the same image as what it was earlier, reposts from the IG OSIS (school organisation), most of which are formal, like for birthdays. The second is more for posting about places. When I'm playing, I'll post there, like a friend posted it there. Then the third account is a complaint account; it's empty, no one follows it but me, so if, for example, there is something to complain about, I go there. The fourth account is for the Olympics; sometimes there are Olympics that you must post about, so you post there". (ME3, 25 August 2023)

ME3 has four accounts. The first account is used to maintain a formal image. The second account is for casual activities/hanging out with friends. The third account is a complaint account. The fourth account is for certain formal needs.

"If I have two, the first one is because it is an account that is followed by all the family, so it keeps the image also for formal reposts, like mom sending a repost there or saying happy birthday from there, which is formal. The second account was originally to look at other people's second accounts because the person didn't want their first account to be followed, so the second account was followed by someone else's first account. So, I intentionally created a second account so that I can follow my friend's second account. So, if they repost me on my second account, I repost it too because the contents of my second account are friends with me, one group chat". (ME4, 25 August 2023)

ME4 has two accounts. The first is formal (followed by family, reposting birthdays, and maintaining an image). The second account is used to follow a friend's second account (more

personal, used within a close circle of friends). ME5 has three accounts. The primary account is used for general activities (regular, non-personal posts). The second account is for the community (posting community activities/must be shared to stories). The third account is for education (educational content, no images or personal details).

“There are three (accounts). One is indeed the main account. The second one contains activities or important things because I join a community, so there are many posts that must be shared to the story. The first account is constantly active; if you post there too, it's all there, but not the personal ones. I mean, in general. As for the second account, I use it for educational accounts, so there is an account that discusses education, and that's usually it. I don't post anything personal; I don't even have my face.” (ME5, 25 August 2023)

All participants used multiple Instagram accounts for different purposes. Generally, they distinguish between public accounts, which serve to build self-image or showcase public-interest activities, and private accounts, which are more casual and used for personal matters, entertainment, or limited interactions such as stalking.

More specifically, the use of these multiple accounts can be mapped into three main functions. According to Sokowati & Manda (2022) second accounts, don't liberate their users; the constructed sense of authenticity has shifted from the control of parents and other adults to the supervision of peers. Meanwhile, what is different in this research is that: First, formal functions, namely accounts intended to maintain image, connect with family, community, or school or organisational interests. Second, personal functions, which include daily activities such as travelling, reposting, or sharing moments with friends. Third, special functions, which are used for specific purposes, such as stalking, fangirling, sharing educational content, venting personal complaints, or fulfilling competition or contest obligations.

### **Instagram multiple accounts and self-presentation**

For various reasons, each participant used many Instagram accounts. They make a distinction between private accounts, which are more informal and used for private concerns, entertainment, or restricted interactions like stalking, and public accounts, which are intended to enhance one's self-image or highlight public-interest activities. According to Evita et al. (2023) Generation Z has different consumption patterns from other generations, especially in relation to changes in media consumption patterns. In this research, the use of multiple Instagram accounts reflects how Gen Z manages their complex and integrated digital lives, where social activities, entertainment, and learning are no longer separate but are carried out simultaneously in a single digital ecosystem. This phenomenon demonstrates that Gen Z not only uses social media to express themselves, but also to manage their identity, build social networks, and fulfil cognitive and emotional needs within a dynamic digital environment.

Generation Z uses Instagram as a social media platform with many users. Based on Firmansyah et al (2024), an adaptive method is proposed to detect duplicate accounts on various social media platforms such as Instagram, Twitter (now X), and YouTube. However, in this study, the platform focus is only on Instagram. While transferring information through self-presentation that Generation Z does on Instagram on the first account aims to show that the individual's life is happy, and wants to show that they are always happy.

Previous studies by Fuat et al (2024) have revealed several comparisons of trends in self-presentation on Instagram between two age groups: teenagers and young adults. Age difference is a key factor influencing self-presentation patterns. In this study, self-presentation on the first account is manipulated with posts that tend to be fun and aim to make followers jealous because of the flexing done. However, the self-presentation shown is still quite in accordance with the conditions experienced. Self-presentation in the second account is manipulated with posts that tend to be more private, random, embarrassing, or interesting. The second account shows a more limited self-presentation than the first account. There are some things that want to be expressed, but do not want to be shared with others. Interest is also expressed through the second account. Generation Z's self-presentation on Instagram in the third account aims to show that the individual wants to build their own world. The third account becomes its own world with an imagination that goes beyond limits.

The study of Generation Z's self-presentation in managing Instagram multiple accounts reveal various self-presentations. By analysing the responses from participants, it is evident that different accounts serve different purposes and reflect the diverse needs of the users.

Generation Z, known for its digital fluency, uses multiple Instagram accounts to segment their social interactions. According to Yenilmez Kacar (2024), in previous research, Instagram is a unique medium with two distinct stages of self-presentation, with distinct norms, practices, and attitudes. Yenilmez Kacar (2024) also underscores the importance of young people presenting various aspects of themselves in virtual environments.

The distinguishing finding in this study is that the first account, commonly referred to as the 'main account', often represents a polished and idealised version of the individual. This account is usually public or accessible to a broad audience, including family members, acquaintances, and professional connections. Posts on this account tend to highlight achievements, social outings, or aesthetically curated content to maintain a positive self-image.

On the other hand, the second account, often referred to as a 'private' or 'casual' account, allows for more relaxed, unfiltered, and sometimes humorous content. This is where individuals feel comfortable sharing more personal, random, or niche interests with a limited group of trusted friends. Users may post informal pictures, inside jokes, or embarrassing moments that they would not typically share on their main accounts.

For some individuals, a third or even fourth account is created for specific interests, such as fan pages for celebrities, hobbies, creative content, or even anonymous interactions. These accounts serve as digital spaces where users can explore different facets of their identities without the constraints imposed by social expectations on their main accounts.

Uluçay & Melek (2024) state that previous research exploration has shown a relationship between Instagram use and self-presentation strategies. In this study, the use of multiple Instagram accounts can be understood as a strategy employed by Generation Z to manage self-presentation in the digital space. One of the primary motivations for this practice is the need for social acceptance. Through a primary account, individuals typically present a carefully curated image that aligns with social norms and public expectations. The content displayed includes achievements, vacation experiences, or aesthetic posts aimed at gaining validation and appreciation from a wider social circle.

Conversely, a secondary or private account serves as an alternative space freer from social demands. Here, users can express themselves more honestly, spontaneously, and even humorously, without worrying about judgement from family or professional relationships. This pattern suggests a balance between social conformity on the primary account and personal authenticity on the secondary account.

Furthermore, the excessive use of social media, as stated by Aini (2025) and Sari et al. (2024), can negatively impact the emotional development of children and students. In this study, Generation Z uses secondary accounts as a means of channelling feelings, reducing stress, and even expressing personal grievances. These accounts function like digital diaries, where they express vulnerabilities and seek support from a narrower circle of friends, while maintaining a positive primary account. This also serves as a coping mechanism for dealing with academic pressure, social conflict, and identity struggles.

Akhmad et al (2025) reveals the complexity of dynamics in the digital world, one of which is balancing public self-image with authentic self-expression using multiple accounts. In this research, multiple accounts provide a space for users to explore their identities and engage with communities based on specific interests, such as art, music, gaming, or activism. Fandom accounts and anonymous profiles allow individuals to discuss sensitive or controversial issues without having to associate them with their real identities. Thus, social media becomes a platform for the formation of diverse personas, tailored to needs and social contexts.

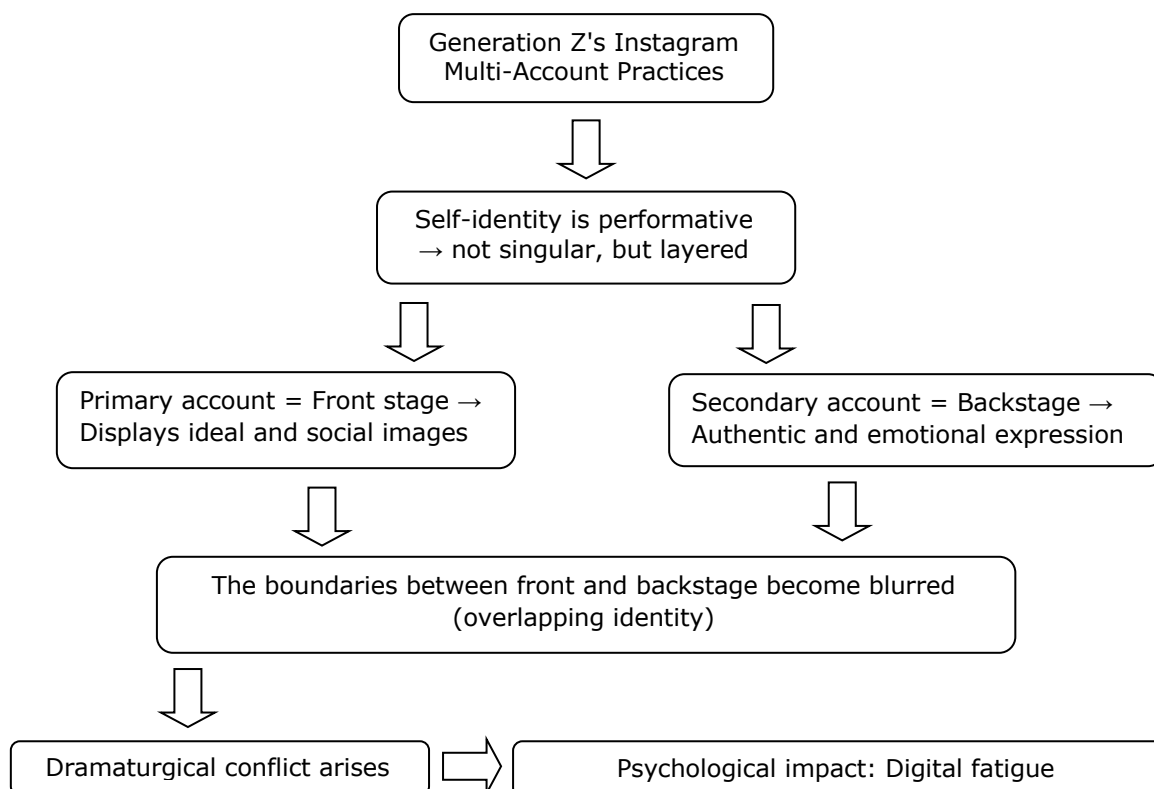
Maulidya et al (2024) stated that the second Instagram account became a medium for self-interaction with motives that developed over time in accordance with the five aspects of Altman and Taylor's (1975) self-disclosure theory. Meanwhile, according to Kurniawan & Hapsari (2025), multiple accounts are used for privacy management purposes. In this research, another factor driving the emergence of multiple accounts is privacy. Amidst growing awareness of digital footprints, users tend to separate their public and private lives. Primary accounts are often left open for broader social networking, while private accounts are reserved for close friends. Anonymous accounts are also used to share opinions, memes, or specific

issues without revealing their true identities. This practice reflects a strategy of audience selection to maintain personal boundaries.

### Instagram multiple accounts, self-presentation, and dramaturgy

From Goffman's (1959), dramaturgical perspective, the front stage is understood as a public space where individuals present themselves in accordance with audience expectations. Research findings indicate that Generation Z's primary accounts are filled with formal, polite, and carefully curated content, often used for displaying achievements or sharing notable experiences. This confirms that primary accounts function as performative arenas for constructing self-images that align with dominant social norms: successful, attractive, and accomplished. However, this performance is not merely a form of expression but also a means of gaining social recognition. On the other hand, excessively perfect representations create unrealistic standards of self-image, leading to psychological strain due to the constant pressure to appear ideal. Thus, the front stage is not only a platform for expression but also an arena of symbolic competition where identity is at stake.

In contrast to the front stage, the backstage is a private space that allows individuals to shed formal roles and reveal a more personal side. The data show that Generation Z's secondary accounts contain everyday moments, spontaneous thoughts, and emotional struggles, and encourage more intimate interactions within close circles of friends. This space serves as a form of resistance to the pressures inherent in primary accounts, as it enables individuals to express themselves more authentically and emotionally. However, this openness carries a paradox: the more honest the expression, the greater the potential for vulnerability – such as feelings of insecurity when personal experiences are perceived negatively. Thus, while the backstage offers a space for freedom, it still entails psychological risks because the boundary between privacy and exposure remains exceedingly thin (See Figure 1).



**Figure 1.** Flowchart from a dramaturgical lens  
Source: Arranged by researcher (2025)

Research findings also demonstrate the phenomenon of digital fatigue, the pressure to maintain consistent performance, and the risk of social comparison. Within Goffman's dramaturgical framework, this illustrates a dramaturgical conflict: Generation Z must constantly negotiate roles between an idealised image on the front stage and authentic expression on the backstage. Maintaining this balance requires considerable emotional energy and has the potential to cause psychological distress. Consequently, the practice of using multiple accounts is no longer merely a social performance but has become an exhausting routine that erodes psychological well-being and even increases the risk of online addiction.

Through a dramaturgical lens, the practice of maintaining multiple Instagram accounts among Generation Z demonstrates that self-identity is not a singular entity, but rather the result of layered performative strategies. The primary account (front stage) affirms a publicly recognised social identity, while the secondary account (backstage) serves as a space for emotional release and authentic expression. However, the boundaries between these two stages are never truly distinct. The pressure to maintain an image, the risk of over-disclosure, and the potential for digital fatigue indicate that Generation Z's online life constitutes a continuous performance that is difficult to disengage from.

## CONCLUSION

Generation Z's practice of using multiple Instagram accounts reflects a complex self-presentation strategy. The primary account serves as a formal platform for constructing an ideal image and gaining social validation. Secondary accounts allow for more authentic, spontaneous, and emotional self-expression to a limited audience. Meanwhile, additional accounts create space for exploring alternative identities, interests, or personas. All of this demonstrates how Generation Z negotiates the social image they wish to project and the personal identity they seek to maintain in the digital space.

Thus, the use of multiple Instagram accounts is not only a communication strategy for negotiating identity but also reflects the paradox of the digital generation: the more spaces that are managed for self-expression, the greater the emotional and social challenges faced.

This study was limited to Generation Z participants. The number of participants was also small, with only ten in total – five participants each from Pontianak and Medan. The social behaviours explored in this study were restricted to self-presentation on Instagram. Ultimately, this study provides suggestions for further research to deepen the psychological, social, cross-generational, and cross-platform aspects, to gain a broader understanding of self-presentation strategies through multiple Instagram accounts among Generation Z.

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